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Internet tools for producers

Making it easier to keep pace with change and plan for continued success

Government
Publications

Benchmarking Web Site (www.agr.gc.ca/compare)

As in any business, understanding a farm operation's financial profile is important to foster its success. Benchmarking is a way to objectively compare the performance of a farm to the performance of farms of similar size and type. It allows producers to identify their operation's strengths and weaknesses, and enables them to make sound business decisions and take advantage of future opportunities.

This Web site will help producers do just that. It gives electronic access to:

- financial and production benchmark indicators;
- farm management tools;
- articles on benchmarking and best management practices; and
- *Benchmark for Success*, a free, confidential, easy-to-use electronic financial tool.

Benchmark for Success

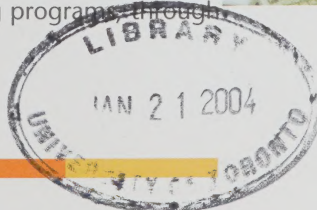
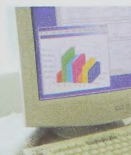
Agriculture and Agri-Food Canada has created a free, easy-to-use electronic form in which Canadian producers can input basic financial information on their farming operations to obtain a benchmarking report. Based on Statistics Canada data, the benchmarking reports allow producers to compare their operation to other similar Canadian farm businesses.

In just a few easy steps, producers will have a measure of their farm's overall performance, which they can discuss with their agricultural advisors in order to improve their situation, if necessary.

The basic financial information that is entered in the form is strictly confidential and is intended for the producer's use only. A CD-ROM version of the benchmarking tool will also be available.

Agricultural Services Web Site (www.agr.gc.ca/renewal/services)

Networking and information-sharing among producers have proven to be a key benefit to increasing farm management capabilities and addressing a vast array of challenges. This site provides information on agricultural programs and services in each of the provinces, farm management clubs and mentoring programs, through links to other government and government-recognized sites.



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

Canada

Professional Assistance

Agricultural specialists are available in each region to assist producers in the interpretation of their benchmark report, support them in their planning and provide more detailed information on benchmarking, best management practices and agricultural services. A list of specialists can be found at www.agr.gc.ca/compare or by calling 1 866 452-5558.

Aussi offert en français sous le titre *Outils Internet à l'intention des producteurs*.

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